

FIG.1

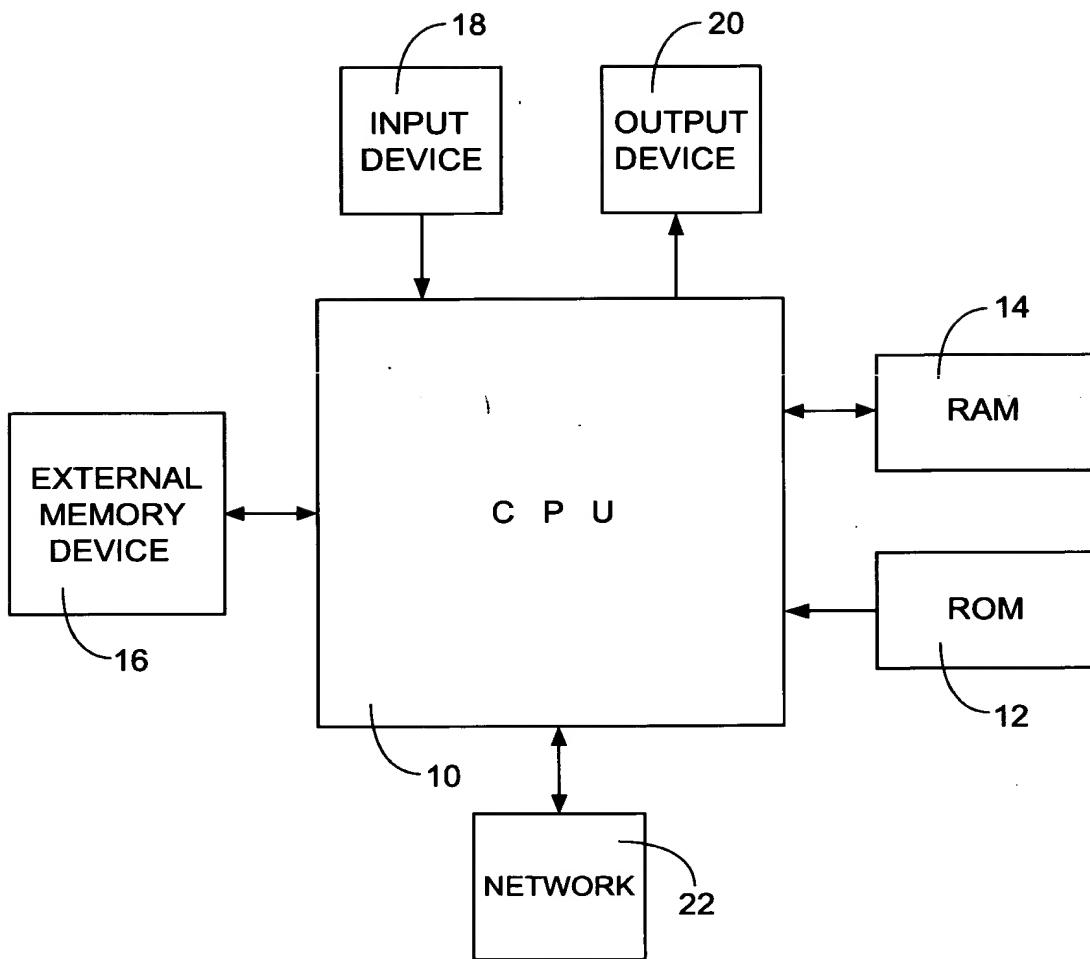


FIG.2

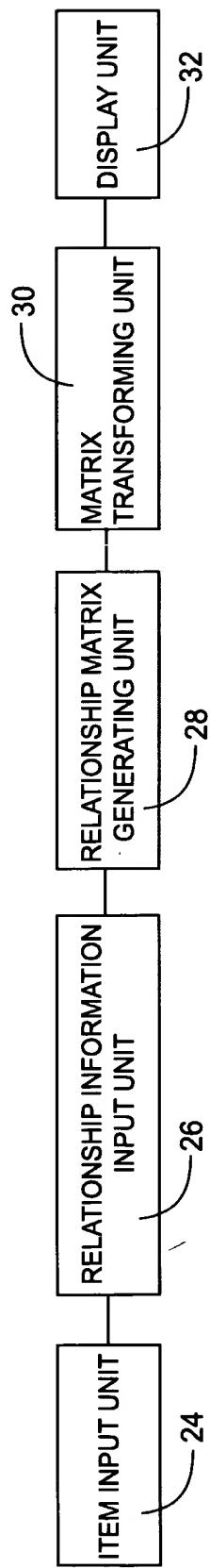


FIG.3

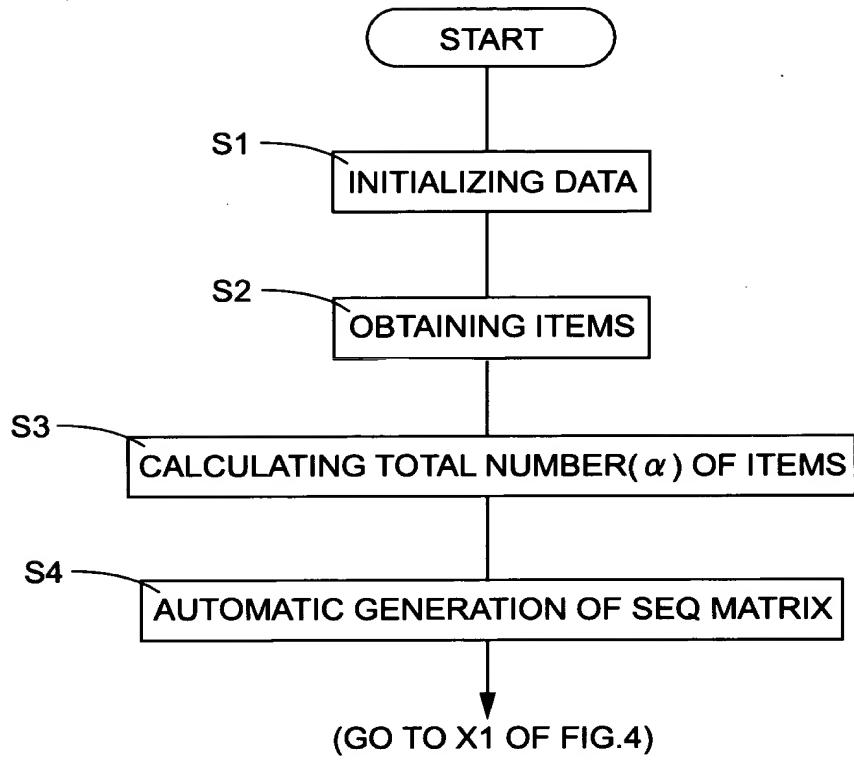


FIG.4

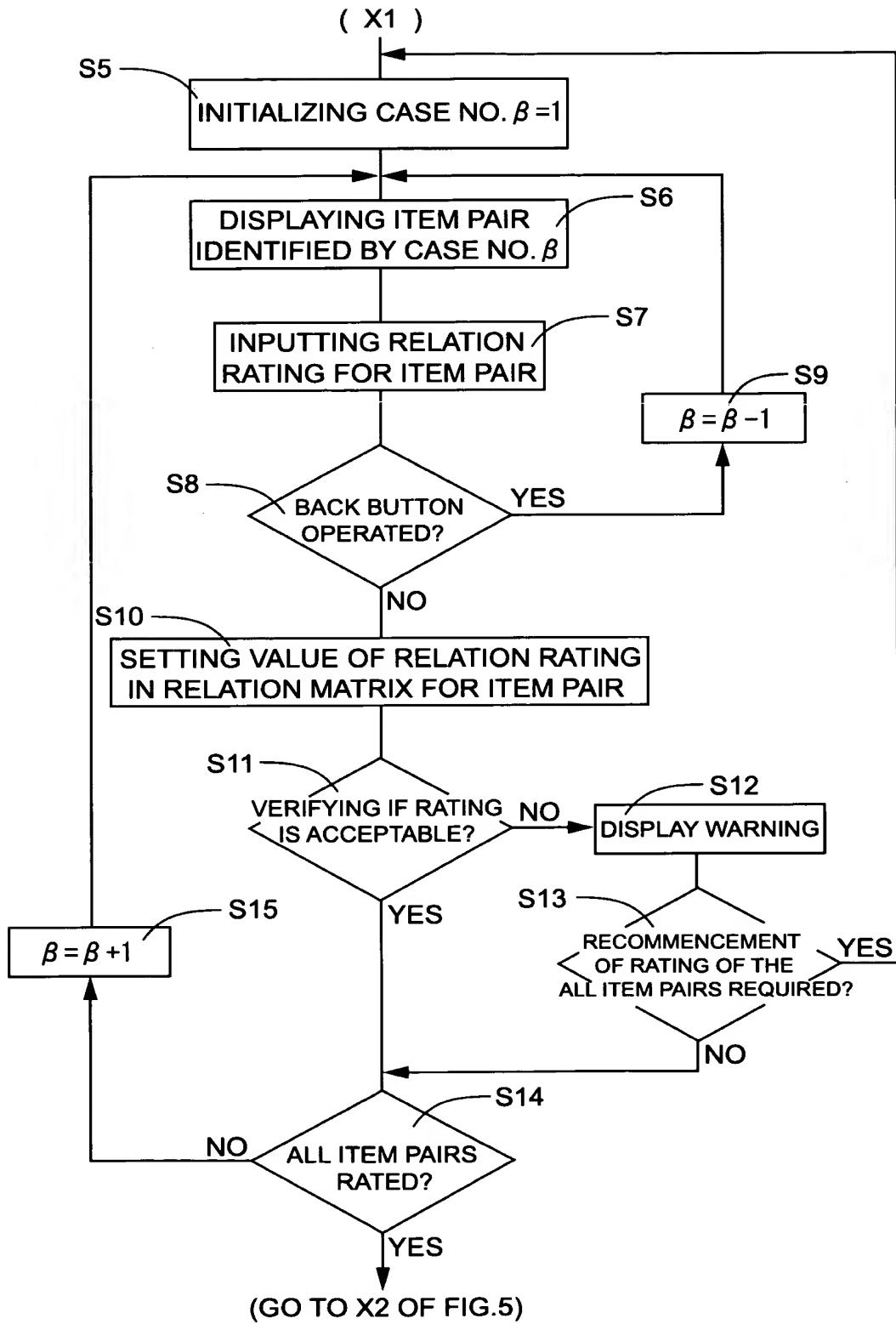


FIG.5

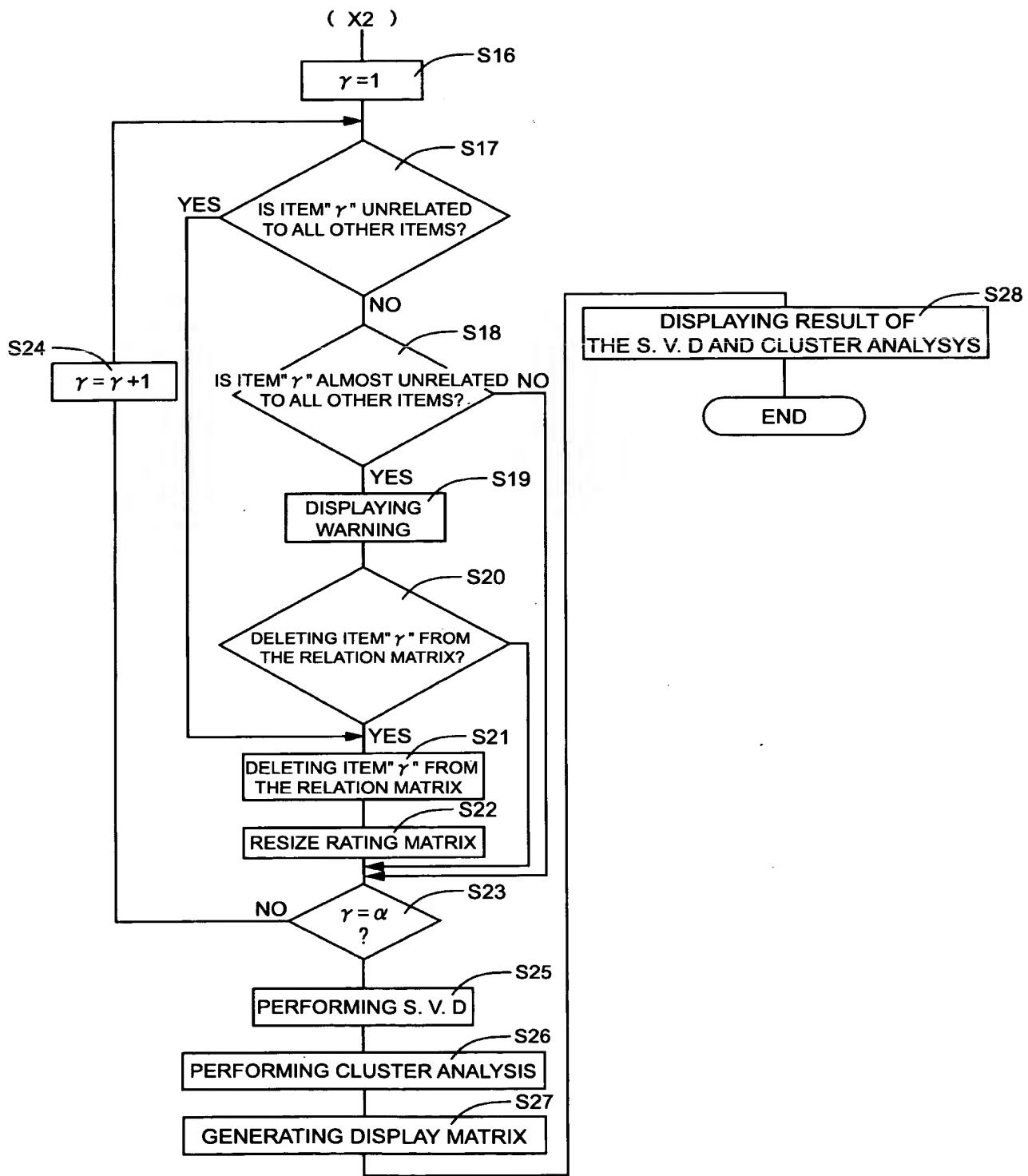


FIG.6

36

| | |
|------------|-------------------------------|
| ITEM NO.1 | |
| ITEM NO.2 | New business model(S/C) |
| ITEM NO.3 | Talk with Mr. Ohsita |
| ITEM NO.4 | Talk with Ms. Osaka |
| ITEM NO.5 | Plan for new office |
| ITEM NO.6 | File patent for P1 |
| ITEM NO.7 | Visualize subconsciousness |
| ITEM NO.8 | Patentability of input matrix |
| ITEM NO.9 | Brand new demo |
| ITEM NO.10 | Patentability of morphology |
| ITEM NO.11 | Patentability of S/C model |
| ITEM NO.12 | Automatic class finder |
| | Real time C/R system |

FIG.7(a)

| Seq. No. | Row item | Col item |
|-------------|-------------|-------------|
| 1 | 1 | 9 |
| 2 | 2 | 3 |
| 3 | 4 | 5 |
| 4 | 6 | 7 |
| 5 | 8 | 9 |
| 6 | 1 | 2 |
| 7 | 3 | 4 |
| 8 | 5 | 6 |
| 9 | 7 | 8 |
| 10 | 1 | 3 |
| 11 | 2 | 4 |
| 12 | 3 | 5 |
| 13 | 4 | 6 |
| 14 | 5 | 7 |
| 15 | 6 | 8 |
| 16 | 7 | 9 |
| 17 | 1 | 4 |
| 18 | 2 | 5 |
| 19 | 3 | 6 |
| 20 | 4 | 7 |
| 21 | 5 | 8 |
| 22 | 6 | 9 |
| 23 | 1 | 5 |
| 24 | 2 | 6 |
| 25 | 3 | 7 |
| 26 | 4 | 8 |
| 27 | 5 | 9 |
| 28 | 1 | 6 |
| 29 | 2 | 7 |
| 30 | 3 | 8 |
| 31 | 4 | 9 |
| 32 | 1 | 7 |
| 33 | 2 | 8 |
| 34 | 3 | 9 |
| 35 | 1 | 8 |
| 36 | 2 | 9 |

FIG.7(b)

FIG.7(c)

FIG.8

38

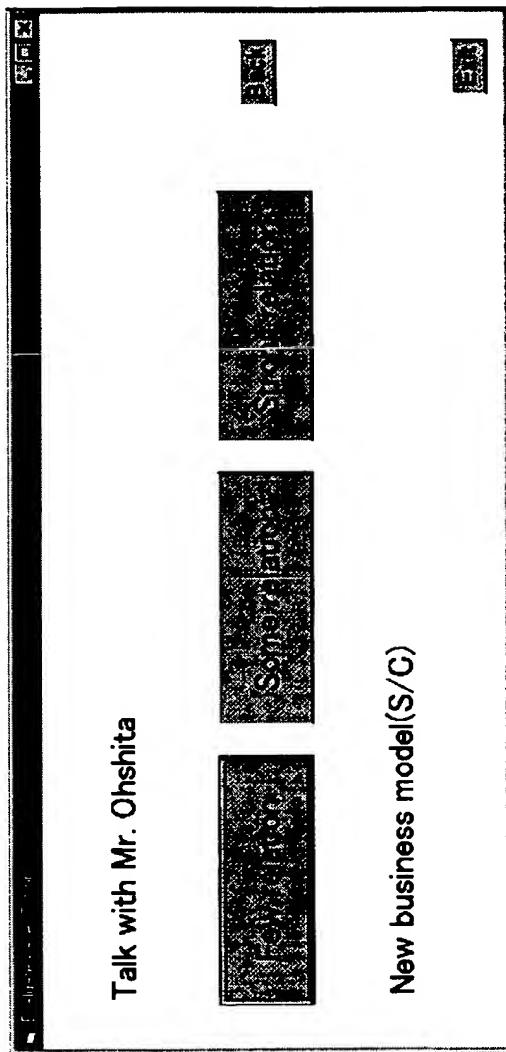
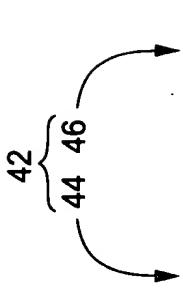


FIG.9

40

| | New business model(S/C) | Talk with Mr. Ohshita | Talk with Ms. Osaka | Plan for new office | File patent for P1 | Visualize subconsciousness | Patentability of input matrix | Brand new demo | Patentability of morphology | Patentability of S/C model | Automatic class finder | Real time C/R system |
|-------------------------------|-------------------------|-----------------------|---------------------|---------------------|--------------------|----------------------------|-------------------------------|----------------|-----------------------------|----------------------------|------------------------|----------------------|
| New business model(S/C) | 3 | 2 | 2 | 0 | 1 | 1 | 2 | 1 | 1 | 2 | 0 | 2 |
| Talk with Mr. Ohshita | 2 | 3 | 1 | 0 | 0 | 2 | 0 | 1 | 1 | 1 | 2 | 2 |
| Talk with Ms. Osaka | 2 | 1 | 3 | 0 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 |
| Plan for new office | 0 | 0 | 0 | 3 | 0 | 1 | 0 | 2 | 0 | 1 | 0 | 0 |
| File patent for P1 | 1 | 0 | 2 | 0 | 3 | 1 | 2 | 0 | 2 | 2 | 1 | 1 |
| Visualize subconsciousness | 1 | 2 | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 2 | 1 |
| Patentability of input matrix | 2 | 0 | 1 | 0 | 2 | 1 | 3 | 0 | 2 | 2 | 1 | 2 |
| Brand new demo | 1 | 1 | 1 | 2 | 0 | 1 | 0 | 3 | 0 | 0 | 0 | 1 |
| Patentability of morphology | 1 | 1 | 1 | 0 | 2 | 1 | 2 | 0 | 3 | 2 | 0 | 1 |
| Patentability of S/C model | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 0 | 2 | 3 | 0 | 2 |
| Automatic class finder | 0 | 2 | 2 | 0 | 1 | 2 | 1 | 0 | 0 | 0 | 3 | 0 |
| Real time C/R system | 2 | 2 | 2 | 0 | 1 | 1 | 2 | 1 | 1 | 2 | 0 | 3 |

FIG. 10



| Item | Relative marginal frequency | axis #1 (X) | | | axis #2 (Y) | | | axis #3 (Z) | | | Cluster |
|-------------------------------|-----------------------------|---------------------|-----------------------|-----------------------|---------------------|-----------------------|------------|-----------------------|-----------------------|-------|---------|
| | | Absolute Coordinate | Absolute contribution | Relative contribution | Absolute Coordinate | Relative contribution | Coordinate | Absolute contribution | Relative contribution | | |
| New business model(S/C) | 0.097 | -0.143 | 0.005 | 0.091 | -0.149 | 0.013 | 0.099 | -0.381 | 0.164 | 0.645 | 1 |
| Talk with Mr. Ohshita | 0.085 | -0.014 | 0.000 | 0.000 | 0.534 | 0.145 | 0.543 | -0.370 | 0.137 | 0.262 | 2 |
| Talk with Ms. Osaka | 0.108 | -0.159 | 0.007 | 0.183 | 0.170 | 0.019 | 0.210 | 0.019 | 0.001 | 0.003 | 2 |
| Plan for new office | 0.040 | 2.241 | 0.546 | 0.919 | -0.374 | 0.033 | 0.026 | 0.501 | 0.117 | 0.046 | 3 |
| File patent for P1 | 0.085 | -0.430 | 0.043 | 0.424 | -0.255 | 0.033 | 0.149 | 0.380 | 0.144 | 0.331 | 1 |
| Visualize subconsciousness | 0.097 | 0.152 | 0.006 | 0.110 | 0.379 | 0.083 | 0.686 | 0.38 | 0.022 | 0.090 | 2 |
| Patentability of input matrix | 0.091 | -0.415 | 0.043 | 0.450 | -0.321 | 0.056 | 0.269 | 0.137 | 0.020 | 0.049 | 1 |
| Brand new demo | 0.057 | 1.370 | 0.292 | 0.890 | 0.034 | 0.000 | 0.001 | -0.335 | 0.075 | 0.053 | 3 |
| Patentability of morphology | 0.080 | -0.413 | 0.037 | 0.337 | -0.425 | 0.086 | 0.357 | 0.152 | 0.022 | 0.046 | 1 |
| Patentability of S/C model | 0.102 | -0.130 | 0.005 | 0.076 | -0.395 | 0.095 | 0.698 | 0.054 | 0.004 | 0.013 | 1 |
| Automatic class finder | 0.063 | -0.243 | 0.010 | 0.042 | 1.063 | 0.423 | 0.799 | 0.423 | 0.131 | 0.127 | 2 |
| Real time C/R system | 0.097 | -0.143 | 0.005 | 0.091 | -0.149 | 0.013 | 0.099 | -0.381 | 0.164 | 0.645 | 1 |
| New business model(S/C) | 0.097 | -0.143 | 0.005 | 0.091 | -0.149 | 0.013 | 0.099 | -0.381 | 0.164 | 0.645 | 1 |
| Talk with Mr. Ohshita | 0.085 | -0.014 | 0.000 | 0.000 | 0.534 | 0.145 | 0.543 | -0.370 | 0.137 | 0.262 | 2 |
| Talk with Ms. Osaka | 0.108 | -0.159 | 0.007 | 0.183 | 0.170 | 0.019 | 0.210 | 0.019 | 0.001 | 0.003 | 2 |
| Plan for new office | 0.040 | 2.241 | 0.546 | 0.919 | -0.374 | 0.033 | 0.026 | 0.501 | 0.117 | 0.046 | 3 |
| File patent for P1 | 0.085 | -0.430 | 0.043 | 0.424 | -0.255 | 0.033 | 0.149 | 0.380 | 0.144 | 0.331 | 1 |
| Visualize subconsciousness | 0.097 | 0.152 | 0.006 | 0.110 | 0.379 | 0.083 | 0.686 | 0.138 | 0.022 | 0.090 | 2 |
| Patentability of input matrix | 0.091 | -0.415 | 0.043 | 0.450 | -0.321 | 0.056 | 0.269 | 0.137 | 0.020 | 0.049 | 1 |
| Brand new demo | 0.057 | 1.370 | 0.292 | 0.890 | 0.034 | 0.000 | 0.001 | -0.335 | 0.075 | 0.053 | 3 |
| Patentability of morphology | 0.080 | -0.413 | 0.037 | 0.337 | -0.425 | 0.086 | 0.357 | 0.152 | 0.022 | 0.046 | 1 |
| Patentability of S/C model | 0.102 | -0.130 | 0.005 | 0.076 | -0.395 | 0.095 | 0.698 | 0.054 | 0.004 | 0.013 | 1 |
| Automatic class finder | 0.063 | -0.243 | 0.010 | 0.042 | 1.063 | 0.423 | 0.799 | 0.423 | 0.131 | 0.127 | 2 |
| Real time C/R system | 0.097 | -0.143 | 0.005 | 0.091 | -0.149 | 0.013 | 0.099 | -0.381 | 0.164 | 0.645 | 1 |

FIG.11 48

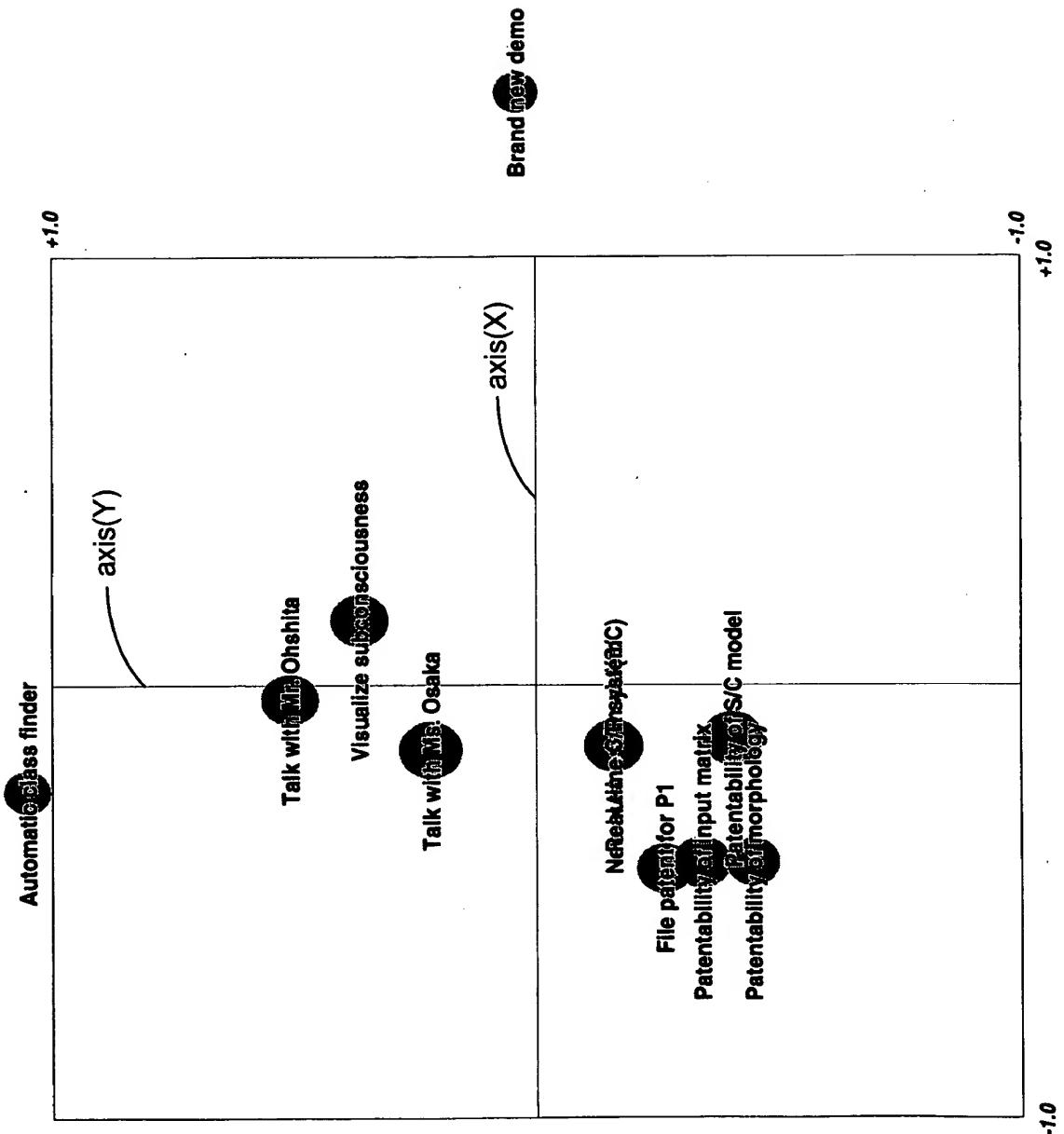


FIG.12

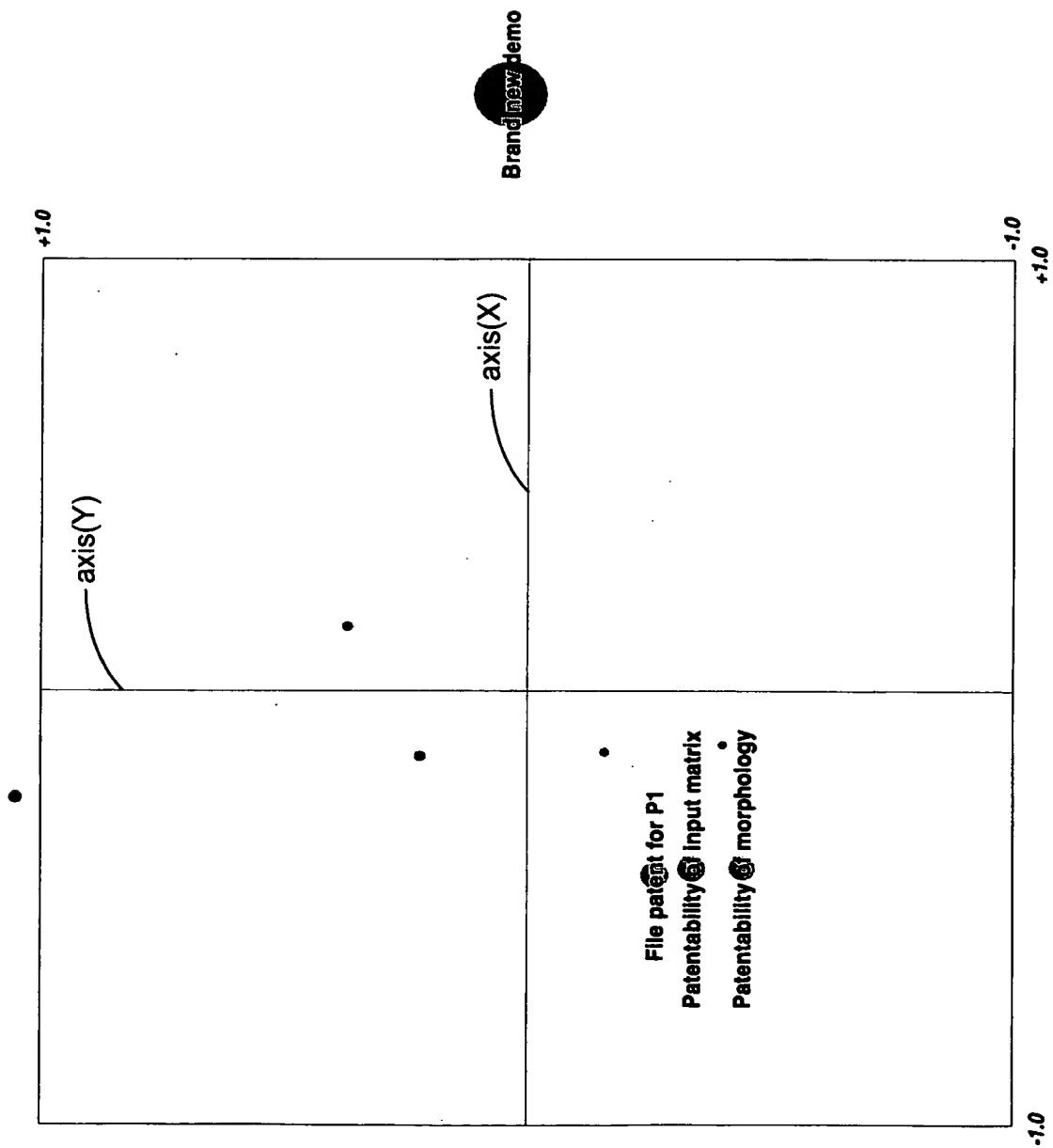


FIG.13

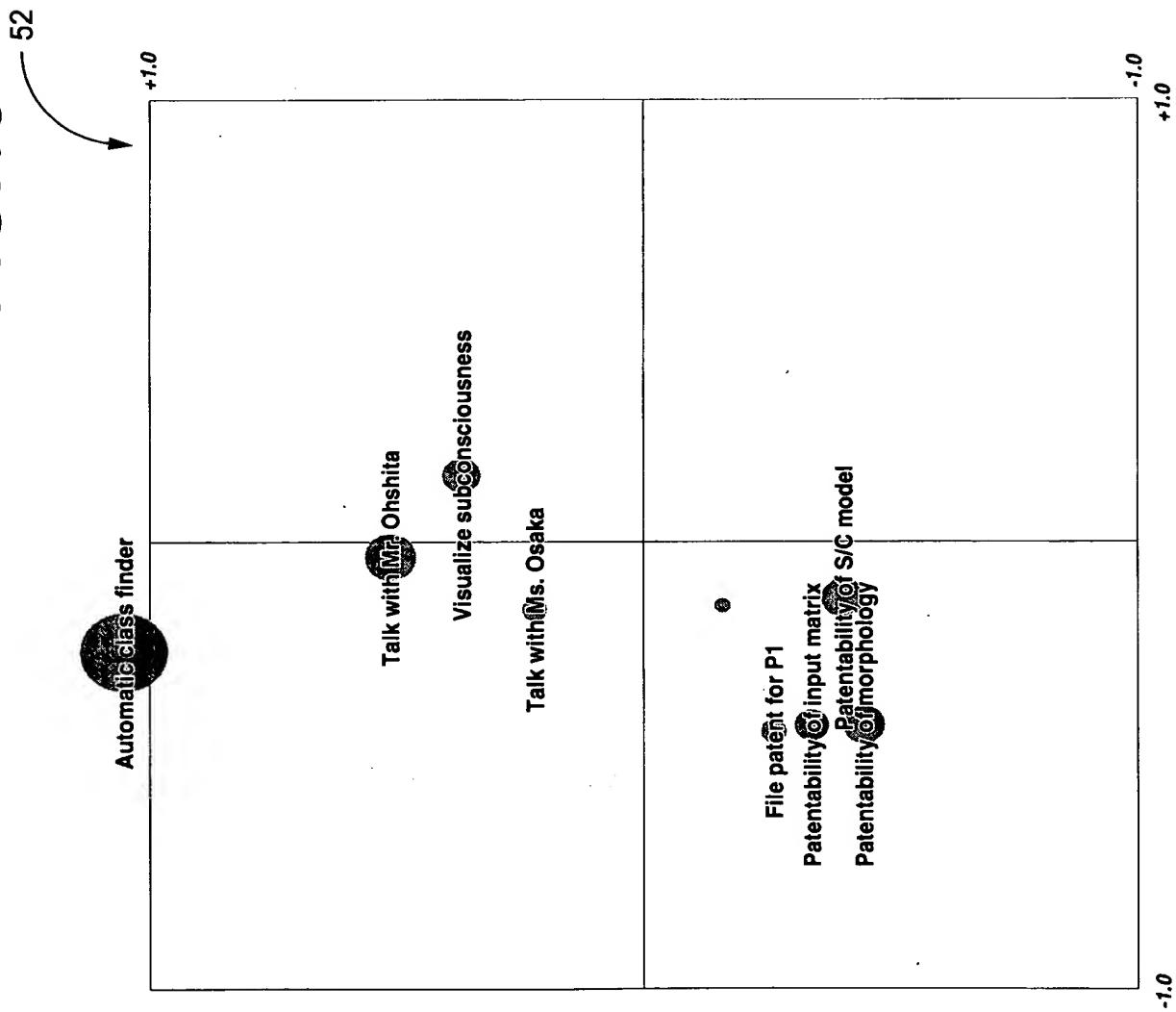


FIG. 14 54

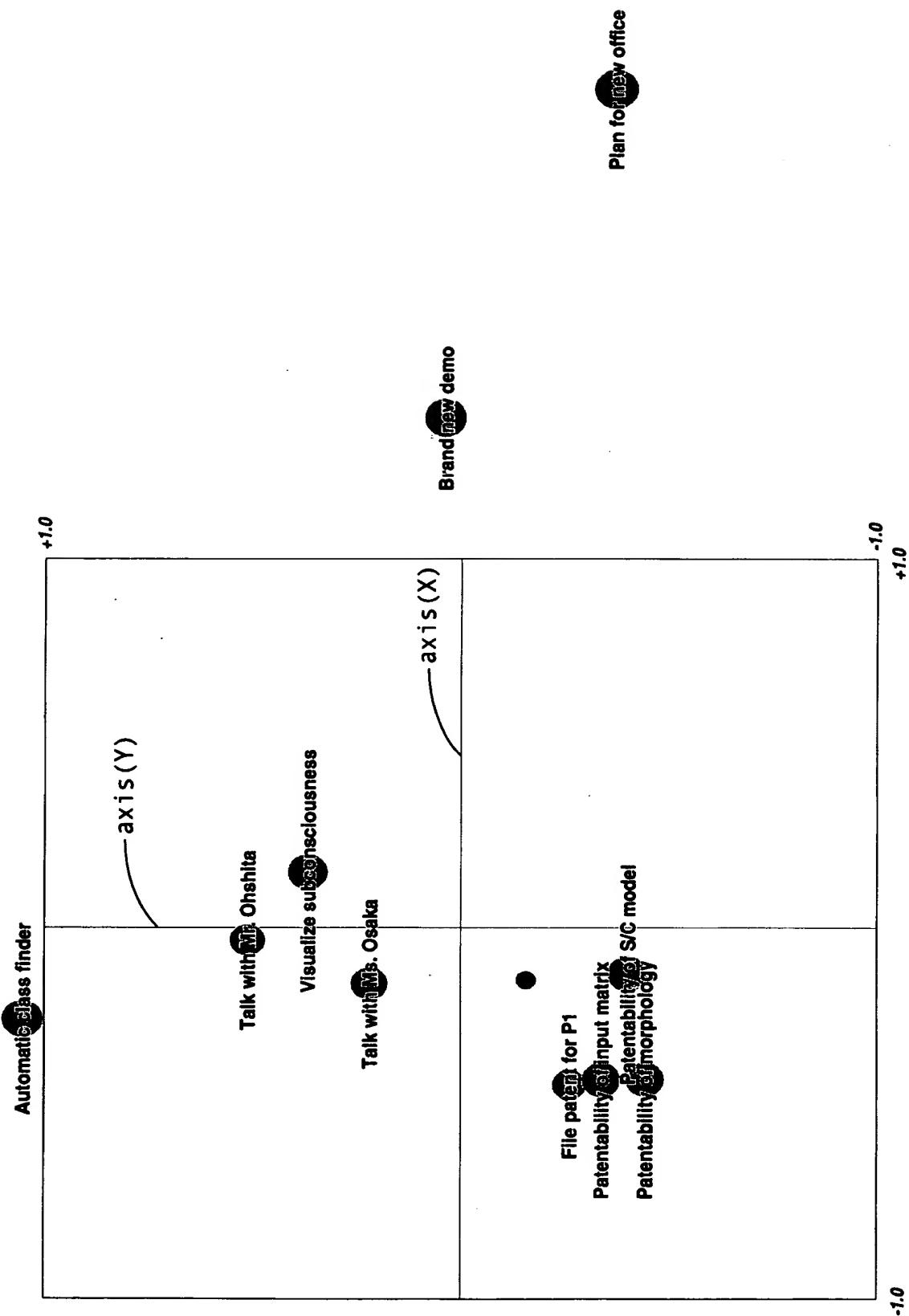


FIG.15

56

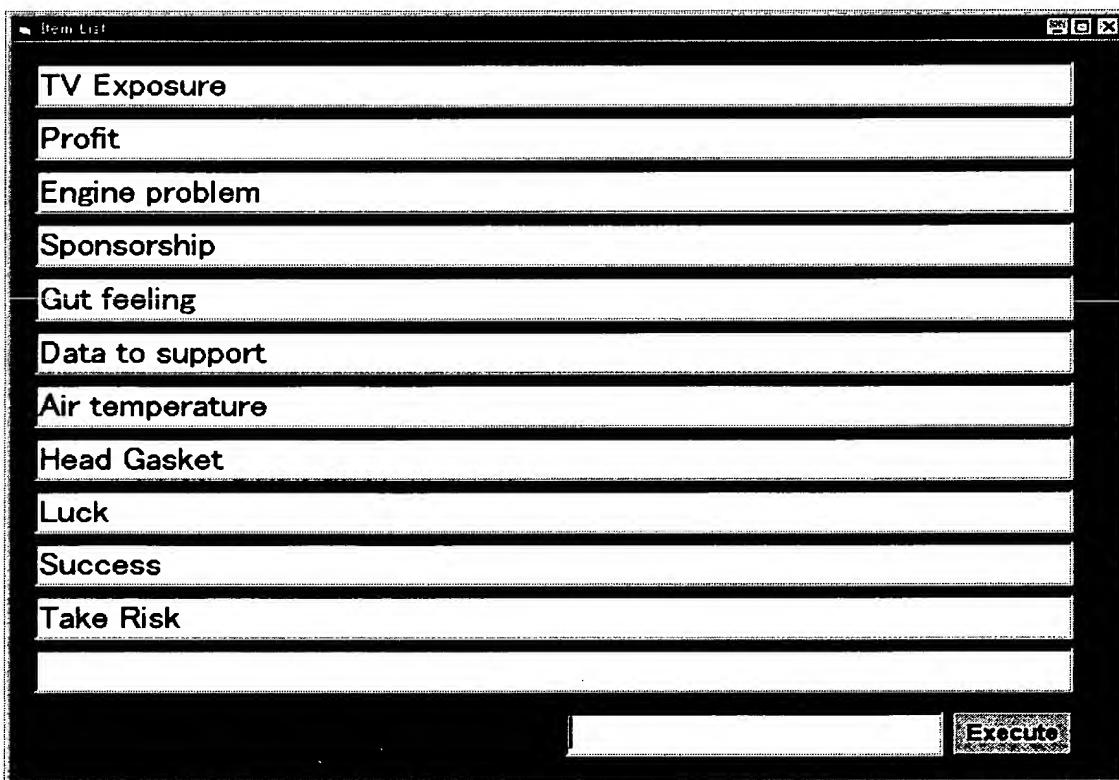


FIG.16

58

| | TV Exposure | Profit | Engine problem | Sponsorship | Gut feeling | Data to support | Air temperature | Head Gasket | Luck | Success | Take Risk |
|-----------------|-------------|--------|----------------|-------------|-------------|-----------------|-----------------|-------------|------|---------|-----------|
| TV Exposure | 3 | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 1 | 2 | 2 |
| Profit | 2 | 3 | 2 | 2 | 0 | 0 | 0 | 0 | 2 | 2 | 2 |
| Engine problem | 0 | 2 | 3 | 2 | 1 | 2 | 2 | 2 | 0 | 2 | 2 |
| Sponsorship | 2 | 2 | 2 | 3 | 0 | 0 | 0 | 0 | 1 | 2 | 1 |
| Gut feeling | 0 | 0 | 1 | 0 | 3 | 0 | 2 | 2 | 0 | 0 | 0 |
| Data to support | 0 | 0 | 2 | 0 | 0 | 3 | 2 | 2 | 0 | 0 | 1 |
| Air temperature | 0 | 0 | 2 | 0 | 2 | 2 | 3 | 2 | 1 | 1 | 2 |
| Head Gasket | 0 | 0 | 2 | 0 | 2 | 2 | 2 | 3 | 1 | 1 | 2 |
| Luck | 1 | 2 | 0 | 1 | 0 | 0 | 1 | 1 | 3 | 0 | 1 |
| Success | 2 | 2 | 2 | 2 | 0 | 0 | 1 | 1 | 0 | 3 | 0 |
| Take Risk | 2 | 2 | 2 | 1 | 0 | 1 | 2 | 2 | 1 | 0 | 3 |

FIG. 17

60

| Item | Relative marginal frequency | axis #1 (X) | | | axis #2 (Y) | | | axis #3 (Z) | | | Cluster |
|-----------------|-----------------------------|-------------|-----------------------|-----------------------|-------------|-----------------------|-----------------------|-------------|-----------------------|-----------------------|---------|
| | | Coordinate | Absolute contribution | Relative contribution | Coordinate | Absolute contribution | Relative contribution | Coordinate | Absolute contribution | Relative contribution | |
| TV Exposure | 0.083 | -0.890 | 0.146 | 0.795 | 0.115 | 0.009 | 0.013 | -0.007 | 0.000 | 0.000 | 2 |
| Profit | 0.103 | -0.701 | 0.113 | 0.877 | 0.045 | 0.002 | 0.004 | 0.089 | 0.007 | 0.014 | 2 |
| Engine problem | 0.124 | 0.190 | 0.010 | 0.178 | -0.156 | 0.023 | 0.119 | -0.281 | 0.088 | 0.386 | 3 |
| Sponsorship | 0.090 | -0.757 | 0.114 | 0.816 | 0.079 | 0.004 | 0.009 | -0.244 | 0.048 | 0.085 | 2 |
| Gut feeling | 0.055 | 1.266 | 0.197 | 0.556 | 1.107 | 0.522 | 0.425 | -0.084 | 0.004 | 0.002 | 1 |
| Data to support | 0.069 | 0.846 | 0.110 | 0.480 | -0.848 | 0.383 | 0.482 | -0.062 | 0.002 | 0.003 | 3 |
| Air temperature | 0.103 | 0.700 | 0.113 | 0.880 | 0.006 | 0.000 | 0.000 | 0.077 | 0.006 | 0.011 | 3 |
| Head Gasket | 0.103 | 0.700 | 0.113 | 0.880 | 0.006 | 0.000 | 0.000 | 0.077 | 0.006 | 0.011 | 3 |
| Luck | 0.069 | -0.458 | 0.032 | 0.174 | 0.128 | 0.009 | 0.014 | 0.936 | 0.544 | 0.726 | 2 |
| Success | 0.090 | -0.510 | 0.052 | 0.384 | 0.107 | 0.008 | 0.017 | -0.548 | 0.242 | 0.443 | 2 |
| Take Risk | 0.110 | -0.048 | 0.001 | 0.009 | -0.220 | 0.041 | 0.199 | 0.232 | 0.053 | 0.221 | 2 |
| TV Exposure | 0.083 | -0.890 | 0.146 | 0.795 | 0.115 | 0.009 | 0.013 | -0.007 | 0.000 | 0.000 | 2 |
| Profit | 0.103 | -0.701 | 0.113 | 0.877 | 0.045 | 0.002 | 0.004 | 0.089 | 0.007 | 0.014 | 2 |
| Engine problem | 0.124 | 0.190 | 0.010 | 0.178 | -0.156 | 0.023 | 0.119 | -0.281 | 0.088 | 0.386 | 3 |
| Sponsorship | 0.090 | -0.757 | 0.114 | 0.816 | 0.079 | 0.004 | 0.009 | -0.244 | 0.048 | 0.085 | 2 |
| Gut feeling | 0.055 | 1.266 | 0.197 | 0.556 | 1.107 | 0.522 | 0.425 | -0.084 | 0.004 | 0.002 | 1 |
| Data to support | 0.069 | 0.846 | 0.110 | 0.480 | -0.848 | 0.383 | 0.482 | -0.062 | 0.002 | 0.003 | 3 |
| Air temperature | 0.103 | 0.700 | 0.113 | 0.880 | 0.006 | 0.000 | 0.000 | 0.077 | 0.006 | 0.011 | 3 |
| Head Gasket | 0.103 | 0.700 | 0.113 | 0.880 | 0.006 | 0.000 | 0.000 | 0.077 | 0.006 | 0.011 | 3 |
| Luck | 0.069 | -0.458 | 0.032 | 0.174 | 0.128 | 0.009 | 0.014 | 0.936 | 0.544 | 0.726 | 2 |
| Success | 0.090 | -0.510 | 0.052 | 0.384 | 0.107 | 0.008 | 0.017 | -0.548 | 0.242 | 0.443 | 2 |
| Take Risk | 0.110 | -0.048 | 0.001 | 0.009 | -0.220 | 0.041 | 0.199 | 0.232 | 0.053 | 0.221 | 2 |

FIG. 18

62

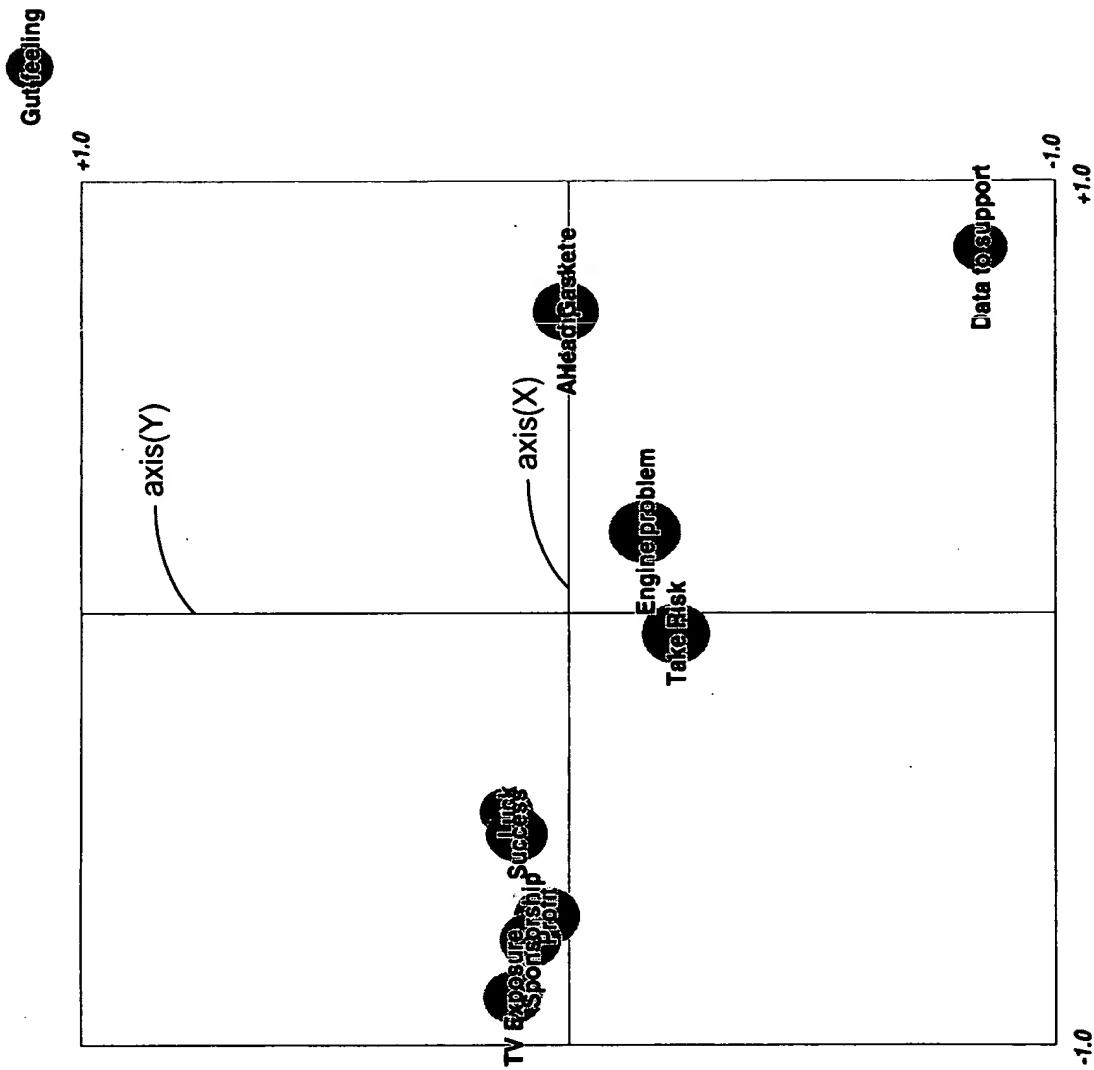


FIG. 19

64

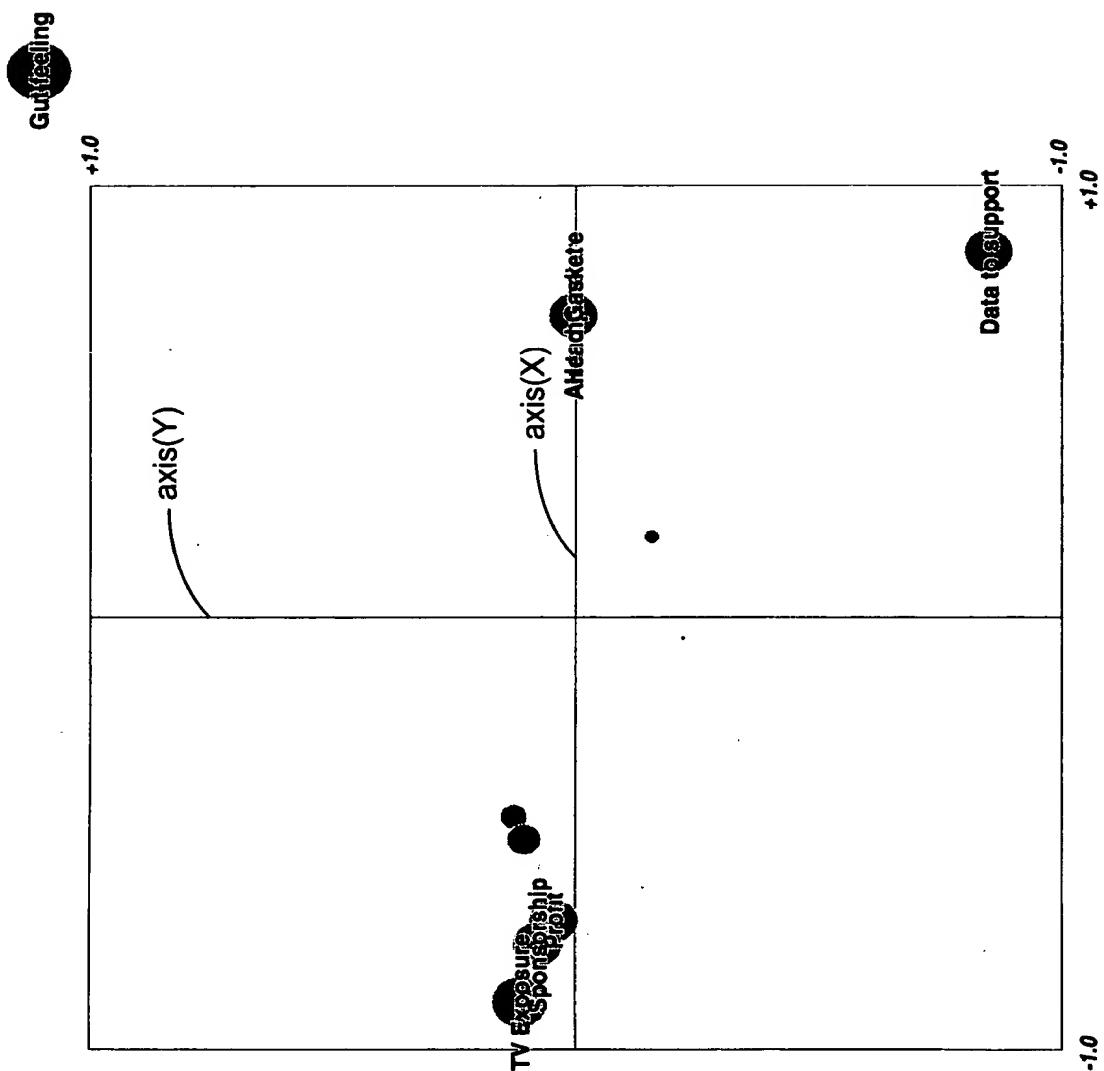


FIG.20

66

crit{feeling}

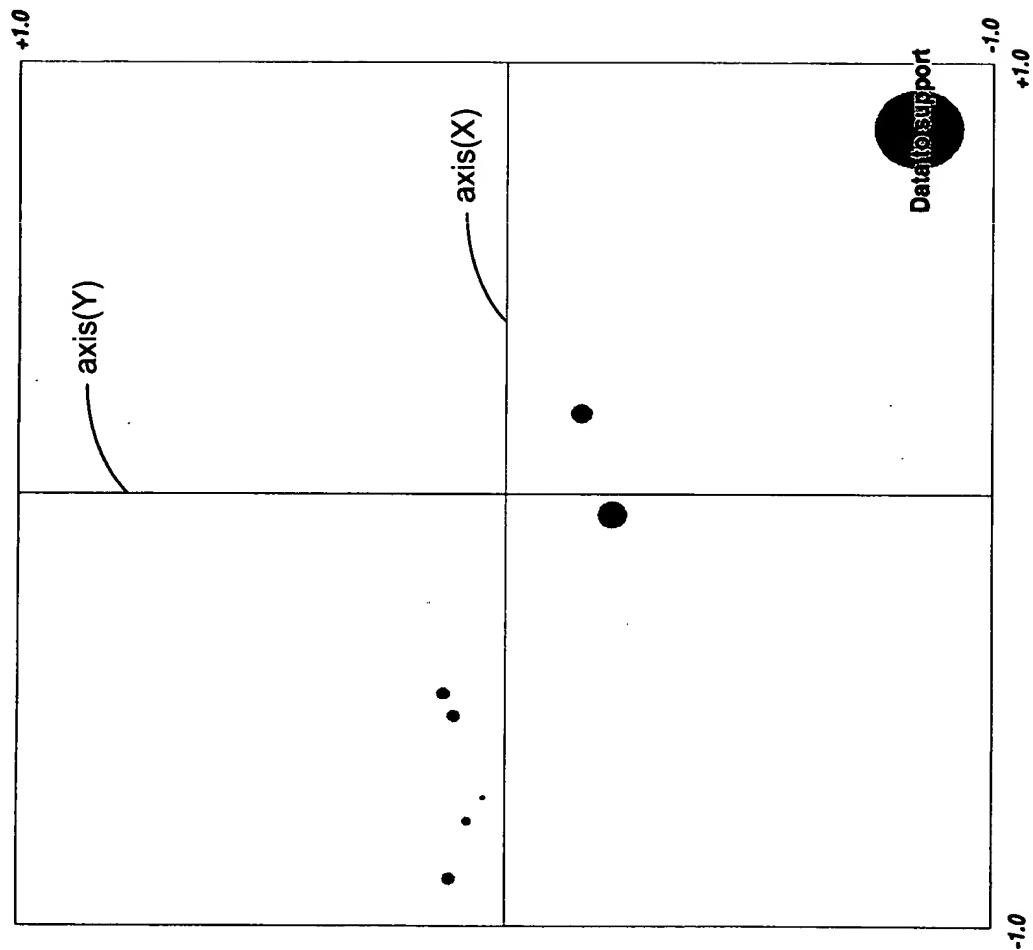


FIG.21

68

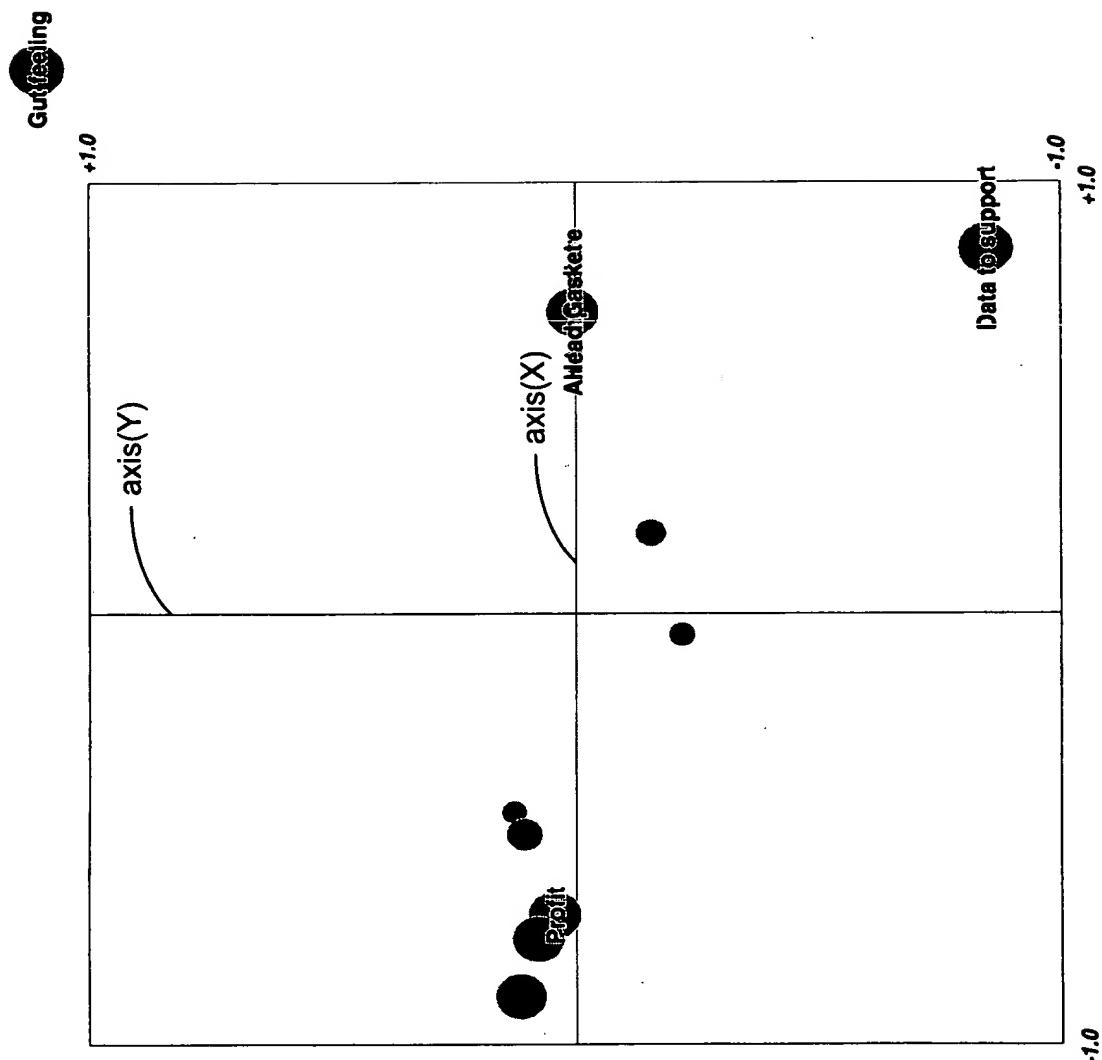


FIG.22

70

72

74

FIG.23

76

| | TV Exposure | Profit | Engine problem | Sponsorship | Gut feeling | Data to support | Air temperature | Head Gasket | Luck | Success | Take Risk |
|-----------------|-------------|--------|----------------|-------------|-------------|-----------------|-----------------|-------------|------|---------|-----------|
| TV Exposure | 6 | 4 | 1 | 4 | 0 | 0 | 0 | 0 | 1 | 3 | 3 |
| Profit | 4 | 6 | 2 | 4 | 0 | 0 | 1 | 1 | 4 | 4 | 4 |
| Engine problem | 1 | 2 | 6 | 3 | 2 | 4 | 4 | 4 | 0 | 3 | 4 |
| Sponsorship | 4 | 4 | 3 | 6 | 0 | 0 | 0 | 0 | 2 | 4 | 2 |
| Gut feeling | 0 | 0 | 2 | 0 | 6 | 0 | 3 | 3 | 1 | 1 | 1 |
| Data to support | 0 | 0 | 4 | 0 | 0 | 6 | 3 | 3 | 1 | 1 | 2 |
| Air temperature | 0 | 1 | 4 | 0 | 3 | 3 | 6 | 3 | 1 | 2 | 3 |
| Head Gasket | 0 | 1 | 4 | 0 | 3 | 3 | 3 | 6 | 1 | 1 | 3 |
| Luck | 1 | 4 | 0 | 2 | 1 | 1 | 1 | 1 | 6 | 1 | 2 |
| Success | 3 | 4 | 3 | 4 | 1 | 1 | 2 | 1 | 1 | 6 | 1 |
| Take Risk | 3 | 4 | 4 | 2 | 1 | 2 | 3 | 3 | 2 | 1 | 6 |

FIG.24

78

| Item | axis #1 (X) | | | axis #2 (Y) | | | axis #3 (Z) | | | Cluster |
|-----------------|-----------------------------|-----------------------|---------------------|-----------------------|---------------------|-----------------------|-------------|-----------------------|-----------------------|---------|
| | Relative marginal frequency | Absolute contribution | Relative coordinate | Absolute contribution | Relative coordinate | Absolute contribution | Coordinate | Absolute contribution | Relative contribution | |
| TV Exposure | 0.083 | -0.907 | 0.173 | 0.819 | -0.022 | 0.000 | -0.246 | 0.057 | 0.060 | 1 |
| Profit | 0.103 | -0.623 | 0.111 | 0.893 | 0.067 | 0.004 | 0.010 | 0.158 | 0.032 | 0.057 |
| Engine problem | 0.124 | 0.323 | 0.033 | 0.500 | -0.223 | 0.050 | 0.238 | -0.191 | 0.051 | 0.175 |
| Sponsorship | 0.090 | -0.789 | 0.149 | 0.865 | -0.022 | 0.000 | 0.001 | -0.194 | 0.040 | 0.052 |
| Gut feeling | 0.055 | 0.905 | 0.133 | 0.425 | 1.015 | 0.532 | 0.535 | -0.237 | 0.041 | 0.029 |
| Data to support | 0.069 | 0.742 | 0.105 | 0.453 | -0.747 | 0.339 | 0.460 | 0.209 | 0.037 | 0.036 |
| Air temperature | 0.103 | 0.662 | 0.109 | 0.837 | 0.015 | 0.000 | 0.000 | -0.037 | 0.002 | 0.003 |
| Head Gasket | 0.103 | 0.726 | 0.126 | 0.854 | 0.017 | 0.000 | 0.000 | 0.032 | 0.001 | 0.002 |
| Luck | 0.069 | -0.369 | 0.026 | 0.137 | 0.325 | 0.064 | 0.106 | 0.852 | 0.618 | 0.729 |
| Success | 0.090 | -0.383 | 0.038 | 0.415 | -0.005 | 0.000 | 0.000 | -0.306 | 0.108 | 0.266 |
| Take Risk | 0.110 | -0.005 | 0.000 | 0.000 | -0.100 | 0.010 | 0.075 | 0.100 | 0.013 | 0.074 |
| TV Exposure | 0.083 | -0.907 | 0.173 | 0.819 | -0.022 | 0.000 | 0.000 | -0.246 | 0.057 | 0.060 |
| Profit | 0.103 | -0.623 | 0.111 | 0.893 | 0.067 | 0.004 | 0.010 | 0.158 | 0.032 | 0.057 |
| Engine problem | 0.124 | 0.323 | 0.033 | 0.500 | -0.223 | 0.050 | 0.238 | -0.191 | 0.051 | 0.175 |
| Sponsorship | 0.090 | -0.789 | 0.149 | 0.865 | -0.022 | 0.000 | 0.001 | -0.194 | 0.040 | 0.052 |
| Gut feeling | 0.055 | 0.905 | 0.133 | 0.425 | 1.015 | 0.532 | 0.535 | -0.237 | 0.041 | 0.029 |
| Data to support | 0.069 | 0.742 | 0.105 | 0.453 | -0.747 | 0.339 | 0.460 | 0.209 | 0.037 | 0.036 |
| Air temperature | 0.103 | 0.662 | 0.109 | 0.837 | 0.015 | 0.000 | 0.000 | -0.037 | 0.002 | 0.003 |
| Head Gasket | 0.103 | 0.726 | 0.126 | 0.854 | 0.017 | 0.000 | 0.000 | 0.032 | 0.001 | 0.002 |
| Luck | 0.069 | -0.369 | 0.026 | 0.137 | 0.325 | 0.064 | 0.106 | 0.852 | 0.618 | 0.729 |
| Success | 0.090 | -0.383 | 0.038 | 0.415 | -0.005 | 0.000 | 0.000 | -0.306 | 0.108 | 0.266 |
| Take Risk | 0.110 | -0.005 | 0.000 | 0.000 | -0.100 | 0.010 | 0.075 | 0.100 | 0.013 | 0.074 |

FIG.25

80 ↗

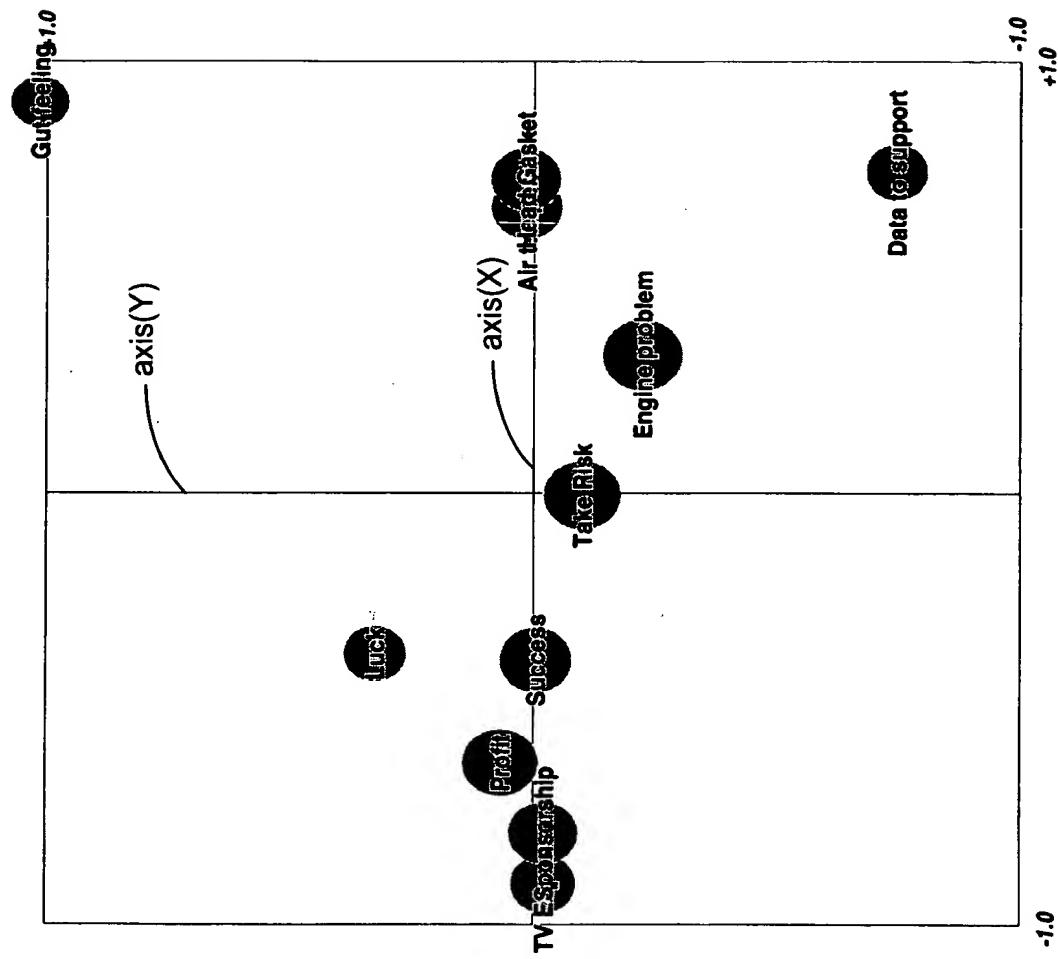


FIG.26

82

| Item | Relative marginal frequency | axis #1 (X) | | | axis #2 (Y) | | | axis #3 (Z) | | | Cluster |
|-------------------|-----------------------------|-------------|-----------------------|-----------------------|-------------|-----------------------|-----------------------|-------------|-----------------------|-----------------------|---------|
| | | Coordinate | Absolute contribution | Relative contribution | Coordinate | Absolute contribution | Relative contribution | Coordinate | Absolute contribution | Relative contribution | |
| TV Exposure/A | 0.043 | -0.901 | 0.091 | 0.834 | 0.023 | 0.000 | 0.001 | -0.099 | 0.005 | 0.010 | 1 |
| Profit/A | 0.054 | -0.667 | 0.062 | 0.853 | 0.037 | 0.001 | 0.003 | 0.105 | 0.006 | 0.021 | 1 |
| Engine problem/A | 0.065 | 0.227 | 0.009 | 0.251 | -0.206 | 0.023 | 0.206 | -0.127 | 0.011 | 0.078 | 2 |
| Sponsorship/A | 0.047 | -0.739 | 0.066 | 0.807 | -0.072 | 0.002 | 0.008 | -0.199 | 0.020 | 0.059 | 1 |
| Gut feeling/A | 0.029 | 1.189 | 0.105 | 0.511 | 0.947 | 0.211 | 0.324 | -0.584 | 0.103 | 0.123 | 2 |
| Data to support/A | 0.036 | 0.916 | 0.078 | 0.548 | -0.770 | 0.174 | 0.387 | 0.224 | 0.019 | 0.033 | 2 |
| Air temperature/A | 0.054 | 0.714 | 0.071 | 0.898 | 0.074 | 0.002 | 0.010 | 0.079 | 0.004 | 0.011 | 2 |
| Head Gasket/A | 0.054 | 0.721 | 0.073 | 0.900 | 0.071 | 0.002 | 0.009 | 0.084 | 0.004 | 0.012 | 2 |
| Luck/A | 0.036 | -0.432 | 0.017 | 0.162 | 0.372 | 0.041 | 0.120 | 0.736 | 0.205 | 0.470 | 1 |
| Success/A | 0.047 | -0.467 | 0.026 | 0.337 | -0.163 | 0.010 | 0.041 | -0.491 | 0.119 | 0.373 | 1 |
| Take Risk/A | 0.058 | -0.003 | 0.000 | 0.000 | -0.209 | 0.021 | 0.160 | 0.088 | 0.005 | 0.028 | -1 |
| TV Exposure/B | 0.036 | -0.901 | 0.076 | 0.669 | -0.173 | 0.009 | 0.025 | -0.442 | 0.074 | 0.161 | -1 |
| Profit/B | 0.054 | -0.582 | 0.047 | 0.722 | 0.133 | 0.008 | 0.037 | 0.160 | 0.015 | 0.055 | 1 |
| Engine problem/B | 0.054 | 0.439 | 0.027 | 0.558 | -0.288 | 0.037 | 0.240 | -0.168 | 0.016 | 0.081 | 2 |
| Sponsorship/B | 0.043 | -0.843 | 0.079 | 0.895 | -0.011 | 0.000 | 0.000 | -0.163 | 0.012 | 0.033 | 1 |
| Gut feeling/B | 0.033 | 0.659 | 0.036 | 0.274 | 0.994 | 0.261 | 0.625 | -0.181 | 0.011 | 0.021 | 2 |
| Data to support/B | 0.036 | 0.560 | 0.029 | 0.279 | -0.614 | 0.111 | 0.335 | 0.478 | 0.087 | 0.204 | 2 |
| Air temperature/B | 0.040 | 0.589 | 0.036 | 0.542 | -0.073 | 0.002 | 0.008 | -0.172 | 0.012 | 0.046 | 2 |
| Head Gasket/B | 0.036 | 0.734 | 0.050 | 0.589 | -0.093 | 0.003 | 0.009 | -0.105 | 0.004 | 0.012 | 2 |
| Luck/B | 0.036 | -0.315 | 0.009 | 0.082 | 0.526 | 0.081 | 0.228 | 0.835 | 0.264 | 0.575 | 1 |
| Success/B | 0.051 | -0.308 | 0.012 | 0.303 | 0.093 | 0.004 | 0.028 | -0.076 | 0.003 | 0.018 | -1 |
| Take Risk/B | 0.054 | -0.005 | 0.000 | 0.004 | 0.000 | 0.000 | 0.000 | 0.073 | 0.003 | 0.049 | 1 |

FIG.27

84

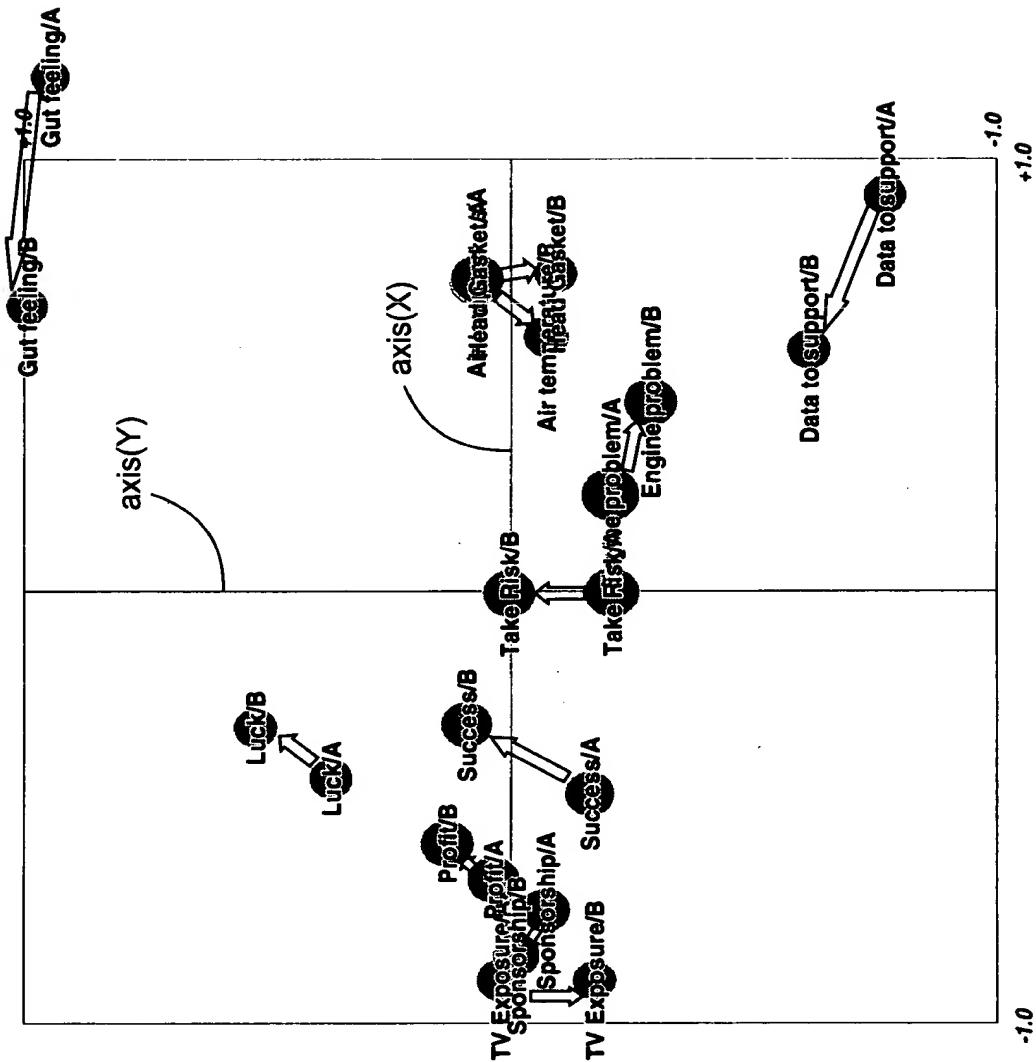


FIG.28

86

| | TV Exposure | Profit | Engine problem | Sponsorship | Gut feeling | Data to support | Air temperature | Head Gasket | Luck | Success | Take Risk |
|-----------------|-------------|--------|----------------|-------------|-------------|-----------------|-----------------|-------------|------|---------|-----------|
| TV Exposure | 0 | 0 | -1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Profit | 0 | 0 | 2 | 0 | 0 | 0 | -1 | -1 | 0 | 0 | 0 |
| Engine problem | -1 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Sponsorship | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Gut feeling | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | -1 | -1 | -1 |
| Data to support | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | -1 | -1 | 0 |
| Air temperature | 0 | -1 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 |
| Head Gasket | 0 | -1 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 |
| Luck | 1 | 0 | 0 | 0 | -1 | -1 | 1 | 1 | 0 | -1 | 0 |
| Success | 1 | 0 | 1 | 0 | -1 | -1 | 0 | 1 | -1 | 0 | -1 |
| Take Risk | 1 | 0 | 0 | 0 | -1 | 0 | 1 | 1 | 0 | -1 | 0 |